



# Meeting Notes

## Economic Development Focus Group Meeting

**11:30 a.m. – Tuesday, July 14, 2009**

APS Conference Room, 101 West Cherry Ave, Flagstaff, AZ

### 1. Welcome and Introductions

#### In attendance:

Art Babbott, Citizen  
Roger Eastman, City of Flagstaff  
Alex Frawley, Small Business Development Center  
Brian Furuya, Aspey Watkins & Diesel  
Anthony L. Garcia, busienss owner  
Neil Gullickson, City of Flagstaff  
Ed Larsen, City of Flagstaff  
Erick Sounders, Ascendant Financial Solutions  
Annette Zincky, Small Business Development Center  
Tonya Packer Raymond, business owner  
Joe Galli, chamber of Commerce  
Monika Leuenberger, Business owner  
John Stigmon, City of Flagstaff  
Bill Ring, Attorney

### 2. Recap Focus Group purpose

The Focus Group will be outcome focused with a strong emphasis on general issues rather than getting into the details of technical code review.

### 3. Discussion regarding economic development/business and related issues associated with the rewrite of the Land Development Code

- Presentation by John Stigmon on the "Retail market Analysis" for the City of Flagstaff.
  - Study of retail in the flagstaff trade area – extends to the Utah border
  - Expected that we were leaking retail to other areas – actually not.
  - Evaluated expected sales with actual sales records for 14 major retail categories
  - Sought to determine how many new stores would be needed to stop the leaking?

- Over all of the 14 categories for Flagstaff from 2006 – 2008, total sales were approximately \$1.14 – 1.2 billion
  - Grocery stores and bakeries the largest contributor in Flagstaff
  - Leakers (i.e. those categories not supported in Flagstaff where people purchase outside of the community) – clothing, shoes, furniture, appliances, pets (2006-2007). In 2008, also auto dealers, but appliances were not leakers and did well.
  - Then calculated the number of stores needed in Flagstaff to address the leakers deficit.
  - We are probably leaking automobile sales in Flagstaff, but not trucks.
  - 3 million annual visitors come through Flagstaff
  - At ICSC, retailers were more interested in business opportunities from successful businesses, rather than the markets that were leaking from Flagstaff
  - City's focus is on getting young start up companies to come to Flagstaff rather than nationally known retailers
  - A copy of John's PowerPoint presentation will be posted on the zoning code update webpage.
- General conversation – relevance of the Focus Group and cost advantages of form-based code to Flagstaff.
    - Members of the Focus Group are encouraged to continue to work with the Regional Plan staff on economic development and join a Regional Plan Focus Group on this topic.
    - Need to develop a list of incentives to ensure that the form-based code is applied – e.g. accelerated review and consent agenda at DRB. Time is a huge incentive. Also apply this logic to subdivision platting – go directly to preliminary plat.
    - Incentives must be so “compelling and tasty” that the form-based code will be applied.
  - Continued live work/ work life conversation
    - Technology is allowing many more people to work from home
    - Follow up with cottage industries – Lisa Wise and King City code
    - Why is work place and residential areas spread all over the place? Need to rather create a more walkable community. Need to address the existing spread out nature of Flagstaff – create meaningful transects
    - Annette Zinky to provide samples of other codes to Roger Eastman that deal with cottage industries

- Alex Frawley will send to me via e-mail the results of her case study analysis for the group to review. Any comments from the group should be submitted to Roger who will forward them to the consultants.

4. **Next meeting** None – mission accomplished! Good job all.

5. Adjournment: 12:35 pm